

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended) A method for conducting a live study over the Internet with one or more participants, said method comprising the steps of:

(a) selecting one or more individuals for a specific online live study being held at a website on the Internet at a certain time;

(b) providing each individual with sign-in information for the specific online live study;

(c) selecting a moderator for conducting the specific online live study, wherein the one or more individuals are selected based on their willingness to participate in the live online study and not based on any business relationship or business connection of the one or more participants with the moderator, said moderator and said one or more individuals independent from each other and not from a same organization or business entity;

(d) providing each of said one or more individuals and said moderator with an audio/video capture mechanism that is connectable to a machine that permits live audiovisual two-way images and communication across the Internet between said moderator and said one or more individuals;

(e) permitting said one or more individuals to participate in the specific online live study by allowing said one or more individuals to access the specific online live study by using their sign-in information at the website; and

(f) conducting a the specific online live study at the website by capturing live video images of the individuals and moderator and live audio two way communications between and among the individuals and between and among the individuals and the moderator based on questions asked or stimuli shown by the moderator to the individuals over the Internet.

Claims 2-4. (canceled)

Claim 5. (previously presented) The method as in claim 32, including, the additional steps of: paying each individual a first sum for participating in the live study; and paying a non-selected remainder portion of the candidates a second sum which is less in monetary amount than the first sum.

Claim 6. (canceled)

Claim 7. (previously presented) The method as in claim 1, including, the additional conducting step of: displaying a stimulus over the Internet to the individuals over the Internet and receiving over the Internet one or more individual responses to the stimulus.

Claims 8-9. (canceled)

Claim 10. (previously presented) The method as in claim 7, including the additional step of officiating a follow-up interview with an individual who participated in the specific online live study, wherein the moderator displays additional stimulus over the Internet and receives additional responses over the Internet from the individual in response to the additional stimulus.

Claim 11. (canceled)

Claim 12 (currently amended) A method for conducting a live study from a host machine over the Internet, comprising the steps of:

selecting a set of candidates to participate in a live online study with a host to be conducted over the Internet, wherein the set of candidates are selected based on their willingness to participate in the live online study and not based on any business relationship or business connection of the set of candidates with the host, said set of candidates and said host are independent from each other and not from a same organization or business entity;

inviting the set of candidates to access the live online study over the Internet at a predetermined time interval, wherein the candidates access the live online study through sign-in information provided to candidates prior to a starting time for the live study; wherein the candidates communicate with the host and/or each other using a respective user machine interface having a live audio/video two-way image and communication mechanism connected thereto, wherein each user machine is located geographically remote from the host;

initiating live two-way audio communications and video images between and among the host and/or the geographically remote user machines over the Internet with at least a set of participants comprising a first portion of the set of candidates, during the predetermined time interval in substantially real time;

exhibiting over the Internet a stimulus to the participants; and

accumulating live participant images and responses to the stimulus over the Internet at the host.

Claim 13. (previously presented) The method of conducting a live online study as in claim 12, including the additional step of visually verifying over the Internet a presence of each participant throughout the live online study.

Claim 14. (previously presented) The method of conducting a live online study as in claim 13, including the additional step of paying the verified participants a first sum for participating in the live online study and paying a non-overlapping remainder portion of the set of candidates a second sum which is less in monetary amount than the first sum.

Claim 15. (previously presented) The method of conducting a live online study as in claim 12, including the additional step of officiating a follow-up interview over the Internet with a particular participant subset.

Claim 16. (previously presented) The method of conducting a live online study as in claim 12, including the additional step of selecting groups of participants for a predetermined stimulus, wherein the predetermined stimulus is shown to the participant group over the Internet.

Claim 17. (previously presented) The method of conducting a live online study as in claim 12, including the additional step of dynamically selecting a particular stimulus for transmission over the Internet to the participants in response to prior participant responses.

Claim 18. (previously presented) The method of conducting a live online study as in claim 12, including the additional step of tabulating results of the live online study.

Claims 19-20. (canceled)

Claim 21 (currently amended) A system for conducting a live online study with one or more participants over the Internet, comprising:

a moderator device having Internet access, an audio/video two-way communication mechanism, and an input mechanism wherein a moderators submits stimulus to, and conduct live online two-way audiovisual communications with, users over the Internet;

a user device for each user participating in the live online study over the Internet, said user device having Internet access, an audio/video two-way communication mechanism, and an input mechanism wherein users provide live audio and video responses over the Internet in response to the moderator's submitted stimulus and conduct live online two-way audio and video communications over the Internet with the moderator and other users, wherein each user device is located geographically remote from the moderator device and in communication with each other and the moderator device through the Internet; and

a host machine communicating over the Internet and having a database accumulating the user's live online audio and video responses to the moderator's submitted stimulus or live questions posed by the moderator or other users

wherein the users are selected based on their willingness to participate in the live online study and not based on any business relationship or business connection of the users with the moderator, said moderator and said users independent from each other and not from a same organization or business entity.

Claim 22. (currently amended) The system as in claim 21, further comprising a sponsoring client device having Internet access wherein a sponsoring client is permitted to access the live online study while the live online study is ongoing unobtrusively to each user and can observe the submitted moderator stimuli, the submitted user responses, and audio/video two-way communications between and among one or more users and the moderator, wherein said sponsoring client and said users independent from each other and not from a same organization or business entity.

Claim 23. (canceled)

Claim 24. (previously presented) The system as in claim 21, wherein a user working from the user device further observes a live online audiovisual image of the user during the live online study.

Claim 25. (previously presented) The system as in claim 21, wherein a user working from the user device further conducts live online two-way audiovisual communications with one or more other users during the live online study.

Claim 26. (previously presented) The system as in claim 21, wherein the user working from the user device further observes a set of submitted participant responses during the live online study.

Claims 27-31 (canceled)

Claim 32 (previously presented) The method of claim 1 wherein said one or more individuals are selected from a group of candidates.

Claim 33 (currently amended) The method of claim 1 further comprising the step of permitting a client to access the website through sign-in information provided to the client to permit the client to view over the Internet the live online study while the live online study is ongoing; wherein the client is connected to the subject matter of the live online study, wherein the client and said one or more individuals independent from each other and not from a same organization or business entity.

Claim 34 (cancelled)

Claim 35 (previously presented) The method of claim 1 further comprising the step of recording an audiovisual record of the live online study and delivering the audiovisual record to a client who is sponsoring the subject matter of the live online study.

Claim 36 (previously presented) The method of claim 12 wherein a number of candidates selected being fewer than all candidates available for selection.

Claims 37-39 (cancelled)

Claim 40 (previously presented) The system of claim 21 further including a medium for storing accumulated recordings of the live audio and video communications between and among the moderator and other users, a processor for evaluating user responses, and an engine outputting results based on the user responses.

Claim 41 (currently amended) A method for conducting a live online study over the Internet with one or more participants and a moderator with the moderator having no business relationship or business association with said one or more participants, said method comprising the steps of:

(a) selecting one or more participants for a live online study with a moderator based on the one or more participants' willingness to participate in the live online study and not based on any business relationship or business connection of the one or more participants with the moderator, said moderator and said one or more participants independent from each other and not from a same organization or business entity;

(ba) providing each participant for a the live online study and a the moderator for the live online study with a video capture mechanism that is connectable to a machine that permits live two-way video over the Internet;

(cb) providing each participant and said moderator with live two-way audio communication capabilities; and

(de) conducting a live online study over the Internet by capturing live two-way video of the participants and moderator over the Internet and capturing live two way audio communications between and among the participants and between and among the participants and the moderator.

Claim 42 (currently amended) A method for conducting a live online study over the Internet with one or more participants, said method comprising the steps of:

(a) permitting one or more individuals to access and participate in a specific live online study over the Internet by receiving over the Internet at a scheduled time period sign-in information associated with the specific live study from the one or more individuals;

(b) providing a moderator for conducting the live online study over the Internet with the one or more individuals; and

(c) permitting live two-way video and live two-way audio communications over the Internet between the one or more individuals and the moderator during the live online study;

wherein the live online study is conducted with the one or more individuals and moderator even where the one or more individuals are located geographically remote from each other or the moderator, wherein the one or more individuals are selected based on their willingness to participate in the live online study and not based on any business relationship or business connection of the one or more participants with the moderator.

said moderator and said one or more individuals independent from each other and not from a same organization or business entity.

Claim 43 (cancelled)

Claim 44 (previously presented) The method for conducting a live online study of claim 42 wherein said sign-in information is provided to each individual in advance of a scheduled date and time for the live online study.

Claim 45 (previously presented) The method for conducting a live online study of claim 42 wherein the live study is secured and held online at a website and the sign-in information is a user id and password for each individual and permits the individual with access to the secured live study.

Claim 46 (previously presented) The method for conducting a live online study of claim 42 wherein said moderator is provided with sign-in information for accessing and participating in the live online study in advance of a scheduled date and time for the live online study.

Claim 47 (currently amended) The method for conducting a live online study of claim 42 further comprising the step of permitting a client to access and observe an ongoing live online study over the Internet unobtrusively to the one or more individuals, wherein the client and said one or more individuals independent from each other and not from a same organization or business entity.

Claim 48 (previously presented) The method for conducting a live online study of claim 47 further comprising the step of preventing the client from communicating with the one or more individuals through the live online study while the live online study is being conducted.

Claim 49 (previously presented) The method for conducting a live online study of claim 47 wherein said client is provided with sign-in information in advance of a scheduled date and time for the live online study in order to access and observe the ongoing live online study over the Internet.

Claim 50 (previously presented) The method for conducting a live online study of claim 47 further comprising the step of permitting the client to communicate with the moderator unobtrusively to the one or more individuals during the ongoing live online study.

Claim 51 (previously presented) The method for conducting a live online study of claim 47 wherein said client is connected to the subject matter of the live online study.

Claim 52 (currently amended) A method for conducting a live online market research or focus group study at a website on the Internet with one or more participants and a moderator, said method comprising the steps of:

(a) designating a website as an online location for hosting a live market research or focus group study over the Internet;

(b) permitting one or more individuals to access and participate over the Internet in the online market research or focus group study hosted at the website by receiving over the Internet correct sign-in information for the online market research or focus group study from the one or more individuals;

(c) providing a moderator for conducting the live online market research or focus group study over the Internet with the one or more individuals;

(d) permitting live two-way video and live two-way audio communications over the Internet between the one or more individuals and the moderator during the live online market research or focus group study; and

(e) permitting a client to access and observe an ongoing live online study over the Internet unobtrusively to the one or more individuals; wherein said client is associated with a subject matter of the market research or focus group study;

wherein the live online market research or focus group study is conducted with the one or more individuals and moderator even where the one or more individuals are located geographically remote from each other, the moderator or the client;

wherein the one or more individuals are selected based on their willingness to participate in the live online study and not based on any business relationship or business connection of the one or more individuals with the moderator, said moderator and said one or more individuals independent from each other and not from a same organization or business entity, wherein the client and said one or more individuals independent from each other and not from a same organization or business entity; wherein an owner or operator of the website is independent from the one or more individuals and not from a same organization or business entity and the owner or operator of the website is independent from the client and not from a same organization or business entity.



Claim 53 (cancelled)

Claim 54 (previously presented) The method for conducting a live online study of claim 52 wherein the live study is secured and held online at a website and said sign-in information is a user id and password for each individual and provided to the one or more individuals in advance of a scheduled date and time for the live online study, said sign-in information permitting the individual with access to the secured live study

Claim 55 (previously presented) The method for conducting a live online study of claim 52 wherein said moderator is provided with sign-in information for accessing and participating in the live online study in advance of a scheduled date and time for the live online study.

Claim 56 (previously presented) The method for conducting a live online study of claim 52 further comprising the step of preventing the client from communicating with the one or more individuals through the live online market research or focus group study while the live online study is being conducted.

Claim 57 (previously presented) The method for conducting a live online study of claim 52 wherein said client is provided with sign-in information in advance of a scheduled date and time for the live online market research or focus group study in order to access and observe over the Internet the ongoing live online study over the Internet.

Claim 58 (previously presented) The method for conducting a live online study of claim 52 further comprising the step of permitting the client to communicate with the moderator unobtrusively to the one or more individuals during the ongoing live online study.